

EVERGREEN PERINATAL EDUCATION And SWAG Conferences

Present

Professional Education in Breastfeeding and Lactation (Includes Lactation Educator Certificate) A 5-Day Course

**September 28-October 2, 2009
Hs Lordships Restaurant
Berkeley, CA**

COURSE DESCRIPTION

Set in a room with a beautiful 3-sided floor-to-ceiling view of San Francisco, the San Francisco Bay and the Golden Gate Bridge this in-depth course enables participants to provide accurate, current and consistent information about breastfeeding and lactation and support expectant new families in feeding their babies from birth through the process of weaning. Each participant will be given the knowledge to work with other healthcare providers to ensure continuity of care for the breastfeeding mother and her infant(s). All areas of the International Board of Lactation Consultant Examiners exam grid are included, and the course content is based on current scientific research as it applies to “best practice” issues in the clinical setting. Please note: The Lactation Educator Training is no longer optional. All participants will complete the entire course. Full attendance is required. No partial credit will be given.

FACULTY

Molly Pessi, BSN, IBCLC Director Evergreen Perinatal Education

Molly has spent most of her career with a focus on family centered maternity care. She worked at Evergreen Hospital Medical Center from 1985-2003, following 5 years as a health educator, clinician and lactation consultant for a hospital-based nurse-midwifery service. While at Evergreen Hospital, she developed comprehensive parent and professional education programs, the regional breastfeeding center, a postpartum clinic and Baby-Parent Groups. This led to the first US designation of “Baby Friendly” by UNICEF and the World Health Organization. Molly is currently the director of Evergreen Perinatal Education, a consulting and education program for professionals. She has served on the International Board of Lactation Consultant Examiners and is a past president of that board. She is a registered nurse, childbirth educator and an International Board Certified Lactation Consultant.

Ginna Wall, MN, RN, IBCLC

Ginna founded the lactation program at the University of Washington Medical Center in 1986 and continues there as coordinator for Lactation Services. This program serves a predominantly indigent and high-risk client, and the challenge of caring for the premature infant is a major focus of the program’s lactation consultants. Almost 20% of the infants born at the University of Washington Medical Center require neonatal intensive care. Ginna received her master's degree in nursing from the University of Washington and has published several articles about breastfeeding in BIRTH, JOGNN and the Journal of Human Lactation. Ginna has served on the editorial board of the JHL and the exam committee of IBLCE. She has been on the faculty of Evergreen Perinatal Education since its inception.

COURSE WORK

Each participant will:

- Practice taking a multiple choice exam in lactation
- Present and learn from written projects and oral case studies
- Receive a certificate of completion at conclusion of course

ALL REQUIREMENTS ARE FINISHED BY THE LAST DAY OF THE COURSE WHEN THE CERTIFICATES ARE AWARDED. NO ASSIGNMENTS ARE DUE IN THE FUTURE.

WHO SHOULD ATTEND?

- Individuals preparing to become a board certified lactation consultant
- IBCLCs requiring CERPS or exam preparation for re-certification
- Maternity or pediatric nurses
- Obstetricians, pediatricians or family medicine physicians
- Midwives
- Childbirth educators
- Doulas
- WIC clinic staff members
- Perinatal educators
- Social workers
- Early Head Start staff
- La Leche League leaders
- Nursing Mother's Counselors
- Public health nurses or staff
- Occupational or respiratory therapists
- Registered dietitians

PROGRAM and OBJECTIVES

DAY ONE

Introductions and Overview of Course
Commitment to Breastfeeding
External & Internal Anatomy of the Breast
The Science Behind Milk Production
Getting Breastfeeding Started
Care That Makes Sense for Good Breastfeeding Outcomes
Positioning and Latching Babies at the Breast

At the end of this session you are able to:

1. List two ways to provide effective breastfeeding promotion.
2. List two marketing tactics used by the commercial baby food industries.
3. Describe in simple terms the internal structures of the breast.
4. Describe two things to look for in a prenatal breastfeeding risk assessment.
5. Describe to a mother how her breasts make milk.
6. Describe the primary effects of prolactin and oxytocin on milk production
7. List two birthing routines that may influence breastfeeding success.
8. Discuss the rationale of skin to skin care for mother and baby
9. Describe the basic elements of correct positioning and latch.

DAY TWO

Questions and Answers on Initials, Titles, Credentials, Certification
The Wonders of Human Milk
Early Breastfeeding Expectations
Near Term Prematures
Early Clinical Challenges in Breastfeeding
Communicating Effectively With New Mothers

At the end of this session you are able to:

- 10.** Discuss the importance of professional certification.
- 11.** List three benefits of human milk for human infants
- 12.** List two possible consequences of supplementing babies with breastmilk substitutes.
- 13.** Discuss early breastfeeding patterns of term newborns.
- 14.** Identify the special needs of babies born at 36-39 weeks gestation.
- 15.** Describe the process for evaluating a baby who is having difficulty with latch and positioning.
- 16.** Explain treatments for two breast conditions (Sore nipples, engorgement) encountered by breastfeeding mothers.
- 17.** List two key points for effective communication with the BF mother.

DAY THREE

Maternal Nutrition & Breastfeeding
After the First Three Days
Tools and Techniques of the Trade
Insufficient Milk - Intake and/or Supply

At the end of this session you are able to:

- 18.** Provide helpful information regarding maternal nutrition
- 19.** List two important things parents should assess about their baby in the first week post partum.
- 20.** Discuss 3 practical tips about the use of feeding devices.
- 21.** Discuss the qualities of a good breast pump.
- 22.** List at least three possible causes of poor maternal milk production.
- 23.** List at least three possible causes of inadequate intake in exclusively breastfed infants.

DAY FOUR

Hyperbilirubinemia
Liability with Infant Feeding
Normal Breastfeeding Patterns and Predictable Hurdles from Three to Six Months
On-going Breastfeeding Challenges
Breastfeeding Multiples
Breastfeeding the Premature
Breastfeeding & Families
Postpartum Adaptation, Mood Disorders, Depression and Breastfeeding

At the end of this session you are able to:

- 24.** Explain how ineffective breastfeeding can lead to hyperbilirubinemia.
- 25.** Discuss legal considerations when assisting breastfeeding families.
- 26.** Identify developmental milestones for infants three to six months of age.
- 27.** List one cultural message about infant sleep that makes parenting more complicated and difficult.
- 28.** Discuss treatments for inflammatory problems (Mastitis, plugged ducts) of the breast.
- 29.** Discuss helpful approaches in positioning multiple babies for breastfeeding.
- 30.** Describe one thing to enhance breastfeeding success for the mother of a premature infant.
- 31.** Discuss the potential impact of breastfeeding on family relationships.
- 32.** Identify characteristics in postpartum women that suggest this time is one of grief as well as joy.

DAY FIVE

Medications and Breastfeeding
Breastfeeding and Working Outside the Home
Unfinished Questions
Does it All Make a Difference?
Breastfeeding after Six Months
Biological Weaning From the Breast
Evaluation of Course

At the end of this session you are able to:

- 33.** Name one resource for answering questions about drugs during lactation.
- 34.** Describe some of the challenges of breastfeeding and working outside the home.
- 35.** Identify unanswered questions about human lactation and breastfeeding.
- 36.** Discuss the research that demonstrates breastfeeding success when hospitals implement the Ten Steps to Successful Breastfeeding.
- 37.** Identify typical developmental milestones of infants beyond the first six months.
- 38.** Suggest helpful ways for families to start feeding babies solid foods after exclusive breastfeeding.
- 39.** Discuss support for women who breastfeed past the cultural norm.

REGISTRATION Seats are limited. The registration fee includes the 5-day course including the Lactation Educator training, meals, and continuing education credits.

EDUCATION CREDITS

International Board of Lactation Consultant Examiners	46 CERPs (44 L & 2 E)
Commission on Dietetic Registration	46 CPE hours, Category II
California Board of Registered Nursing Provider #14127	46 hours

PROGRAM

Day	Monday	Tuesday	Wednesday	Thursday	Friday
Registration/Sign-in	7:30-8:00	7:45-8:00	7:45-8:00	7:45-8:00	7:15-7:30
Program	8:00-5:00	8:00-6:30	8:00-6:30	8:00-5:00	7:30-5:00

MEALS INCLUDED

Continental breakfast: Yogurt, orange juice, fresh fruit, bagels or muffins, Danishes and croissants, coffee, tea and decaf.

Lunch: Restaurant Dining Room Buffet

Afternoon Break: Assorted sodas and mineral waters or coffee, tea and mineral waters plus cheese and crackers, nuts and pretzels or veggies and dip.

WALK-INS There will be **NO** registration at the door.

REFUNDS Requests for refunds must be in writing and postmarked no later than **August 25, 2009**. A \$100.00 administration fee will be retained on all cancellations.

NON-SUFFICIENT FUNDS A \$50 fee will be charged for checks returned from the bank.

CERTIFICATES These will be handed to all participants who have completed all course requirements, including payment, at the end of the course. Replacement certificates cost \$30.

***AGENCY SPONSORSHIP** All attendees will be held primarily responsible for payment of all registration fees. If your workplace or other agency will be paying your registration fee, it is important for you to register as soon as possible with a note to Sue Wirth telling her that the payment will follow. Receiving the completion certificate and continuing education credits are contingent on all course fees being paid by the end of the course.

CONTACT/QUESTIONS Anne Garrett 650-755-7165 Sue Wirth SWAGconferences@aol.com

WEB SITE SWAGconferences.org

DIRECTIONS to HS LORDSHIPS at 199 Seawall Drive, Berkeley, CA 94710

FROM THE NORTH- Take I-80 West to Berkeley. Exit at University Ave. Follow Loop West to University Ave. Make the left on University Ave. Stay in left lane. At Marina Blvd. stop sign turn left and go to the end. Turn left on Seawall Drive and go to the end of the road.

FROM THE SOUTH- Take the Gilman Street exit from I-80. At the stop sign turn Left onto Gilman Street. Go under the freeway and make a Left onto the Frontage Road. At the next stop sign, University Avenue, turn Right. Turn left at Marina Blvd stop sign. Turn left on Seawall Drive and go to the end.

FROM THE BAY BRIDGE -Take Emeryville/Powell St. exit. Make a left and go under the freeway overpass. Make a right onto Frontage Road, following the signs to the Berkeley Marina. Make a left turn onto University Ave. Turn left at Marina Blvd stop sign. Turn left on Seawall Drive and go to the end.

Hs Lordships phone number is 510-843-2733.

Registration Form**Please Print Clearly**

Name (as you wish it to appear on your name badge) and Credentials

Home Address

City**State****Zip**

Phone (home)**Phone (work)**

Email(s)

Institution/Agency

Special Needs

***AGENCY SPONSORSHIP:** I agree that I am primarily responsible for the payment, by the end of the course, of all registration fees if my employer or agency does not pay.

Signature**Date*****Registration Fees*****Five-day Course (postmarked by August 22)** \$950 (____)**Five-day Course (postmarked by September 14)** \$999 (____)**Checks** Make checks payable to Sue Wirth**Credit Cards** VISA MC Discover American Express**Expiration Date****Credit Card Number** _____**Signature** _____ **Date** _____

- Send registration form to Sue Wirth, 908 Curtis Street, Albany, CA 94706
- Registrations must be postmarked by September 14, 2009 **There is no FAX available.**
- Provide a legible **email address** for confirmation and course information. If you do not have an email address it is important that you have a friend or coworker who can receive emails for you.

AREA HOTELS

Courtyard by Marriott Emeryville

5555 Shellmound Street, Emeryville, CA 94608

510-652-8777

Four Points by Sheraton-San Francisco Bay Bridge

1603 Powell Street, Emeryville, CA 94608

510-547-7888

Hilton Garden Inn San Francisco Bay Bridge

(Possible free shuttle to Hs Lordships)

1800 Powell Street, Emeryville, CA 94608

510-658-9300

Woodfin Suites Hotel

(Possible free shuttle to Hs Lordships)

5800 Shellmound Street, Emeryville, CA 94608

510-601-5880